WHAT IS CLAIMED IS:

1. An image heating apparatus for heating an image formed on a recording material, comprising:

a conveying roller for conveying the recording 5 material;

heat supply means which supplies heat to said conveying roller, said heat supply means being in contact with an external periphery of said conveying roller to form a heating nip portion;

back-up means which forms a conveying nip portion in cooperation with said conveying roller for nipping and conveying the recording material;

wherein, in a rotating direction of said conveying roller, the heating nip portion has a width larger than a width of the conveying nip portion, and a total pressure applied to the conveying nip portion is larger than a total pressure applied to the heating nip portion.

- 2. An image heating apparatus according to claim 1, wherein said conveying roller has an elastic layer, and a maximum recess amount formed in said conveying roller by said back-up means is larger than a maximum recess amount formed in said conveying roller by said heating means.
 - 3. An image heating apparatus according to

claim 1, wherein a peak value in the pressure in the conveying nip portion is larger than a peak value in the pressure in the heating nip portion.

- 4. An image heating apparatus according to claim 1, wherein said heat supply means includes a heat generating member, a holder for supporting said heat generating member, and a flexible rotary member nipped between said conveying roller and said heat generating member and rotating about said holder, and the heating nip portion is formed between said heat generating member and said conveying roller and between said holder and said conveying roller.
- 5. An image heating apparatus according to claim 1, wherein said heat supply means includes a non-flexible rotary member having a heat source therein, and the heating nip portion is formed between said rotary member and said conveying roller.

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- 6. An image heating apparatus according to claim 1, wherein said heat supply means includes a heat generating member, and the heating nip portion is formed between said heat generating member and said conveying roller.
 - 7. An image heating apparatus according to

claim 1, wherein the back-up means includes a flexible rotary member and a holder provided inside said rotary member and supporting said rotary member, and the conveying nip portion is formed between said holder and said conveying roller, across said rotary member.